



BELGIUM MEDIA LANDSCAPE

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Country Overview

ONE OF EUROPE'S FIRST COUNTRIES TO UNDERGO THE INDUSTRIAL REVOLUTION



CAPITAL
Brussels

GDP
\$535 billion

REGION
Europe

POPULATION
11,488,980

GDP PER CAPITA, PPP
\$54,918

AREA
30,528 SQ.KM

The country is a major importer and exporter of heavy machinery and foodstuffs. The city of Antwerp is considered the world's diamond capital.

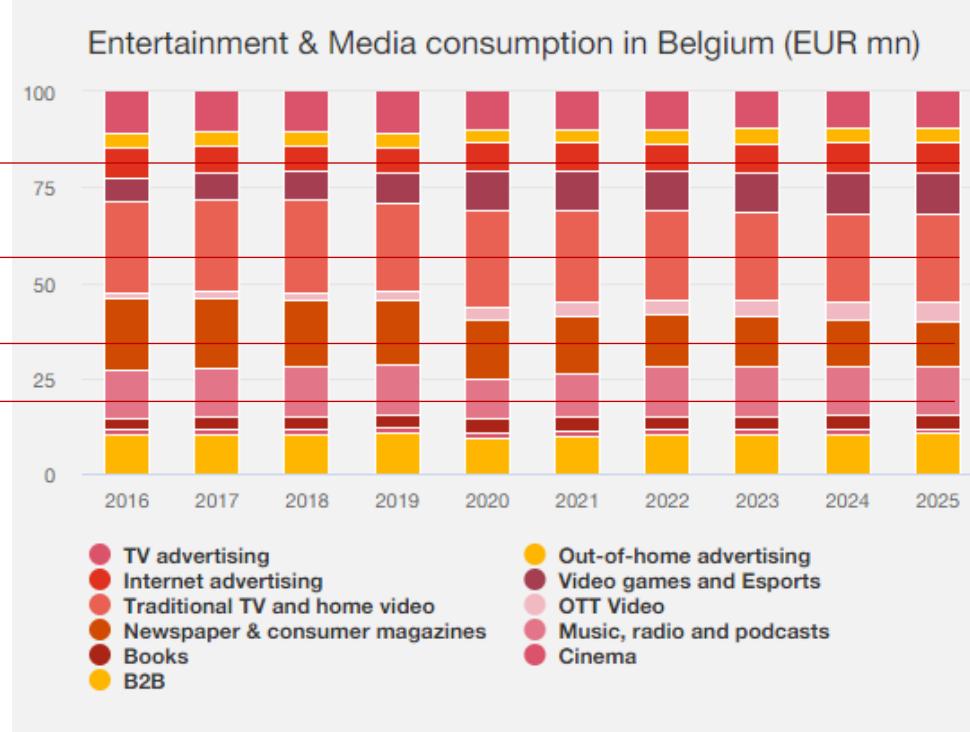
Belgium is considered a high-income country and reports a comparatively high quality of life for its citizens, as well as high levels of health care.

The nation is known for beer, chocolate and castles and features Dutch, French and German as official languages.

Media Consumption Overview

TRADITIONAL MEDIA IS WELL ALIVE AND HERE TO STAY

Internet advertising
Traditional TV
Newspaper & Magazine
Music, radio & podcasts



Traditional TV/video remains one of the largest segments but will continue to shrink (just 1.4% CAGR) over the next five years.



Digital is on a steady growth



3 and a half hours of TV is consumed everyday



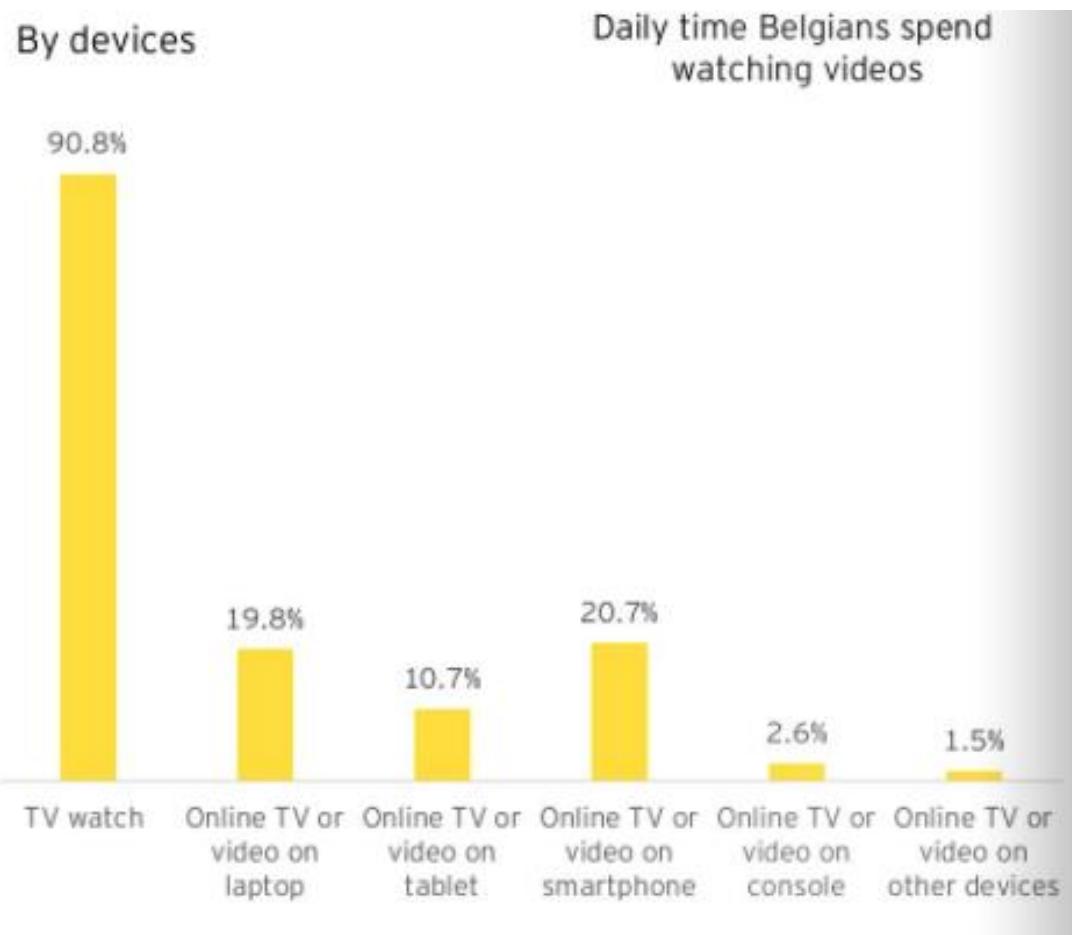
Radio listenership is the highest during commute times



Print still holds ground with loyal readers

TV Consumption

TV IS THE HIGHEST CONSUMED MEDIUM NATIONALLY

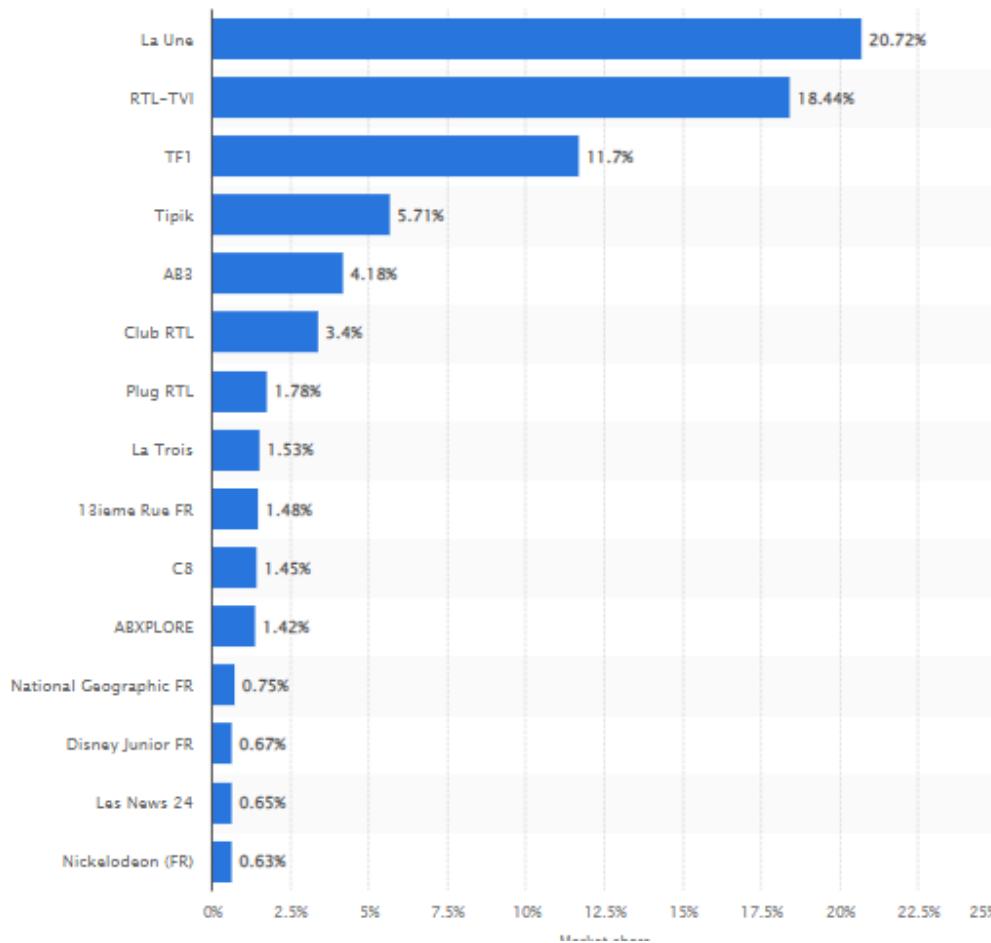


- In 2021, around 9.3 million people in Belgium watched Television, this is an increase of about 200,000 viewers since 2017
- According to the Statista Advertising and Media Outlook, the number of viewers will see an increase over the next years and the number of viewers will reach around 9.4 million by 2024
- The average Belgian watches about three and a half hours of television per day
- There are more than ten channels that receive more than a 5% share of total viewers

TV Consumption

TOP TV CHANNELS IN FRENCH-LANGUAGE

Audience market share television channels French-speaking Belgium in 2021

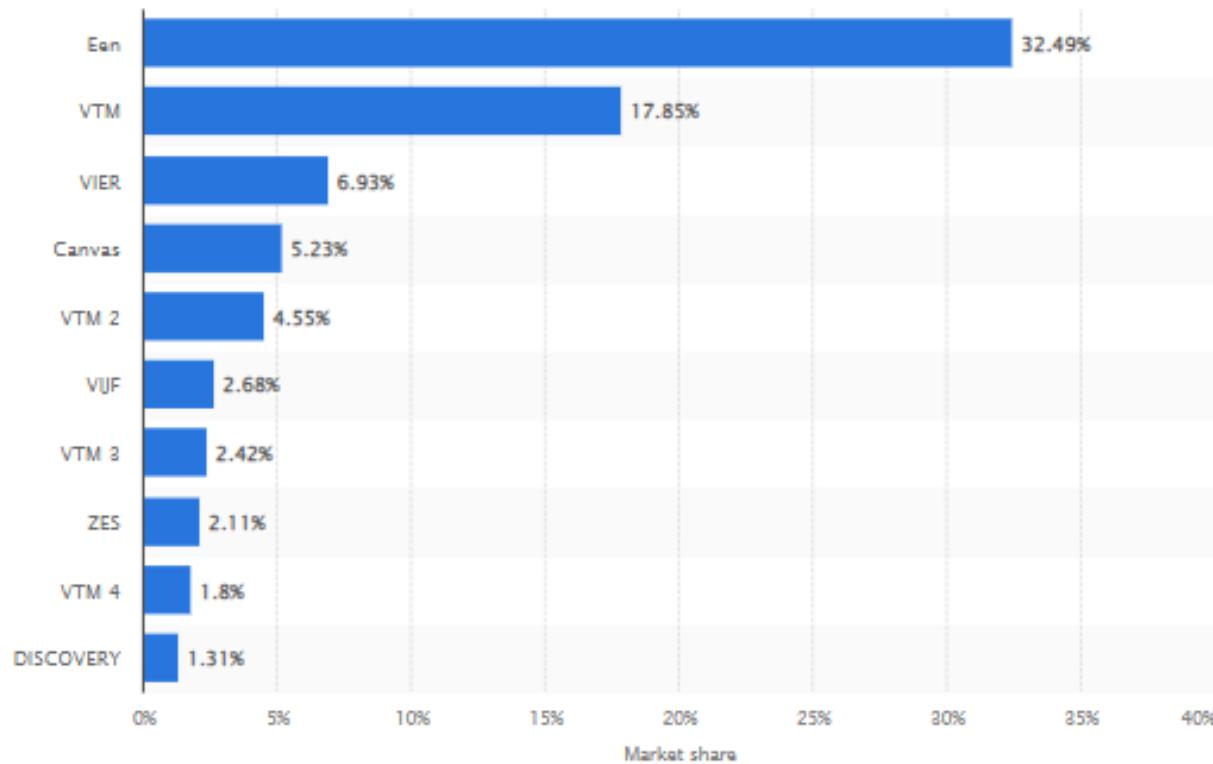


- La Une had the largest market share in French-speaking regions of Belgium in 2021 with over 20 percent market share

TV Consumption

TOP TV CHANNELS IN DUTCH-LANGUAGE

Audience market share television channels in Dutch-speaking Belgium in 2021



- In 2021, the Belgian TV station Een had an audience market share of over 32 percent, making it the largest TV channel in the Dutch-speaking part of Belgium based on market share.
- VTM ranked second-highest, with a market share of almost 18 percent.

TV Consumption

TOP TV CHANNELS



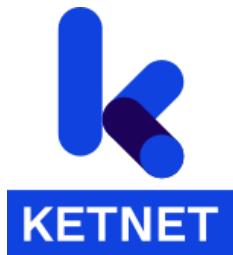
La Une **Language: French**

La Une is a Belgian national television channel, owned and operated by the French-language public-service broadcasting organization RTBF.



Eén **Language: Dutch**

Eén is a public Dutch-language TV station in Belgium, owned by the VRT. Eén focuses on drama, entertainment, news and current affairs.



Ketnet **Language: Dutch**

Ketnet is a Dutch-language public children's television channel in Belgium owned and operated by the VRT.

Radio Consumption

IN BELGIUM ON AVERAGE, 1 HOUR AND 44 MINUTES PER DAY IS SPENT ON RADIO



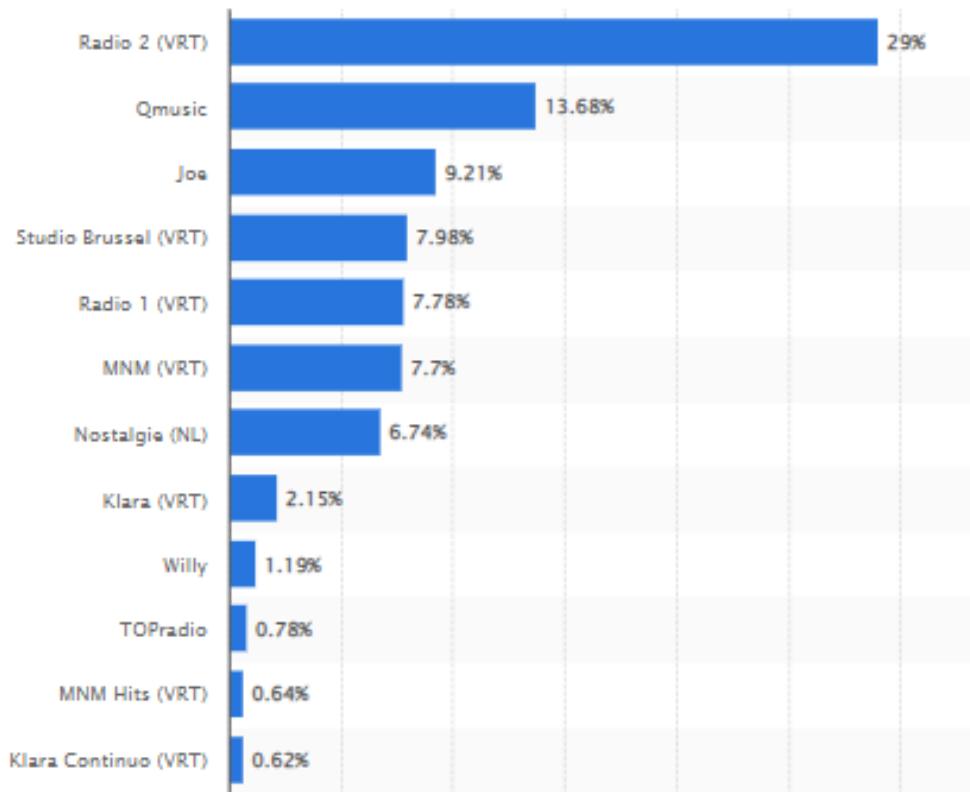
Average time spent on media per day

- 65% of Belgians tune into the radio around once per day, which is about 7 million people
- A further 21%, or about 2.3 million people tune in around once a week
- Belgium separates its radio data into Dutch-only and French-only and does not provide a national overview
- In 2021, radio represented 15.7% of media investments

Radio Consumption

TOP DUTCH-LANGUAGE RADIO STATIONS

Leading Dutch-language radio stations, by audience market share (2021)

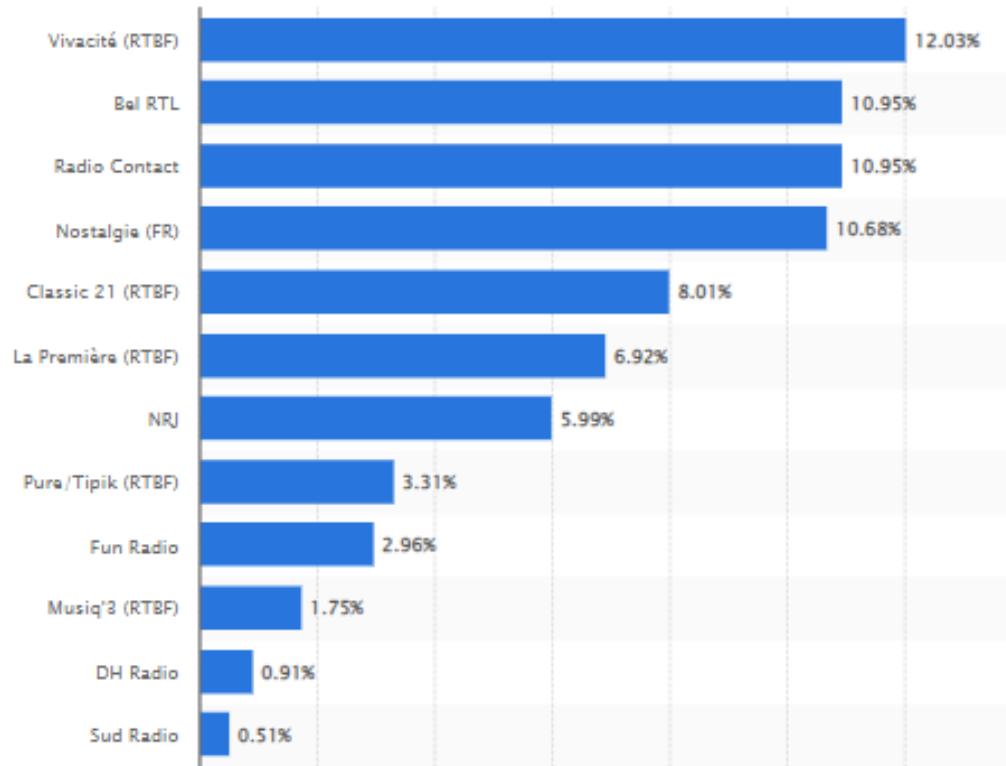


- Radio 2, a radio station belonging to the Flemish Radio and Television Group (VRT), dominated Dutch-language radio in Belgium in 2021, with an audience market share of over 29 percent. This meant the radio channel was first in total of listening time.
- Radio 2 also reached over one million people on a daily basis

Radio Consumption

TOP FRENCH-LANGUAGE RADIO STATIONS

Leading French-language radio stations, by audience market share (2021)

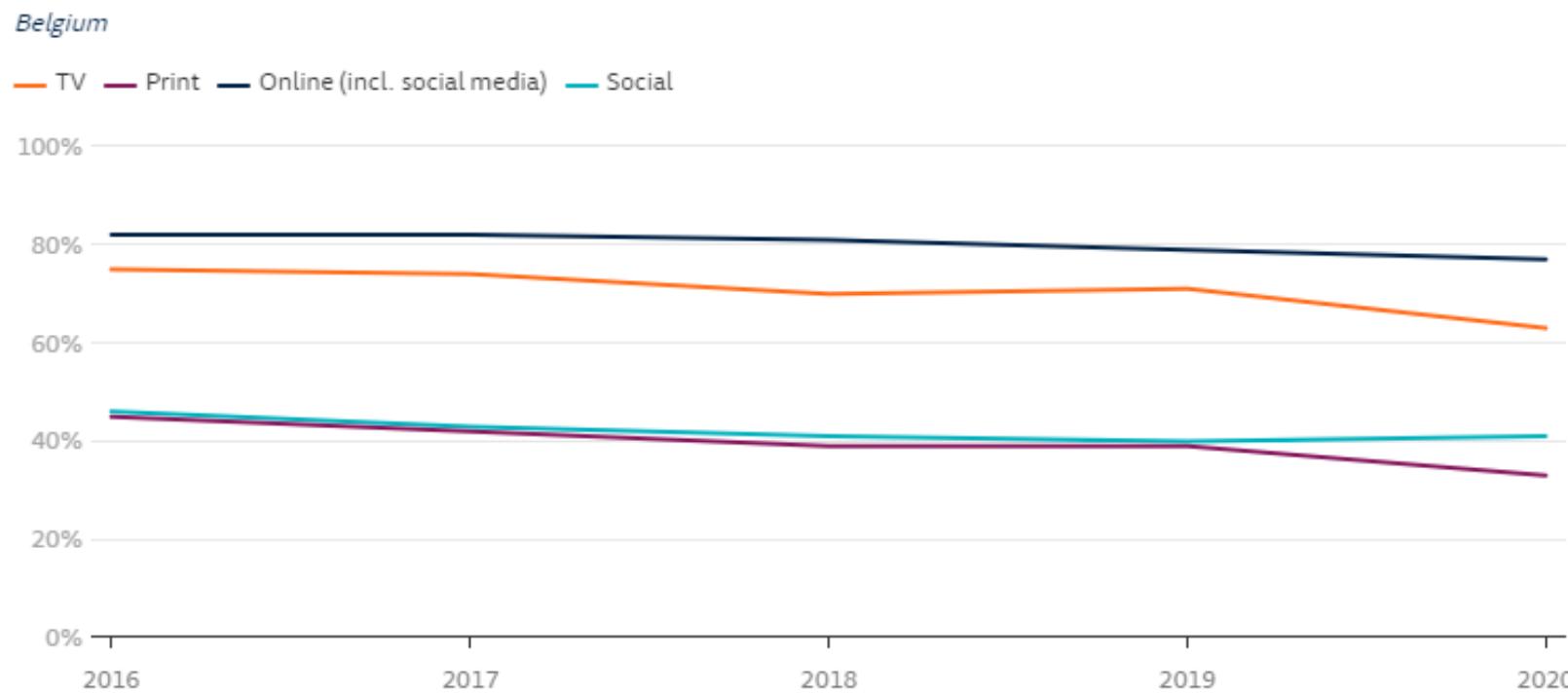


- Vivacité reached the highest audience market share of French-speaking radio stations in Belgium in 2021, making up over 12 percent of audience share

Print Consumption

PRINT NEWSPAPER STILL HOLDS GROUND

SOURCES OF NEWS: 2016-2020



- Major newspapers and magazines in Belgium are printed monolingual either in Dutch or in French
- Traditional newsbrands hold a solid ground despite print being cannibalized by digital
- Print newspaper consumption is stable between Flemish people and have proven to be more loyal than the other demographics

Print Consumption

TOP PRINT TITLES



Het Laatste Nieuws

Language: Dutch
Circulation: 286,028

Het Laatste Nieuws is a Dutch language newspaper based in Antwerp, Belgium. It is the largest daily in Belgium. Although it takes a serious approach to national and international news, it also features comic strips, crossword puzzles, and cartoons.



Het Nieuwsblad

Language: Dutch
Circulation: 190,395

Het Nieuwsblad is a Flemish newspaper that mainly publishes on the subject matter of politics, culture, economics, lifestyle, society and sports.



Le Soir

Language: French
Circulation: 68,000

Le Soir is a French-language Belgian daily newspaper. It is one of Belgium's most widely read newspapers and takes pride in being politically independent.



La Libre Belgique

Language: French
Circulation: 35,000

La Libre Belgique is a major daily newspaper in Belgium. Together with Le Soir, it is one of the country's major French language newspapers and is popular in Brussels and Wallonia.

Digital Consumption

THE NUMBER OF INTERNET USERS IN BELGIUM INCREASED BY 2.5% BETWEEN 2021 AND 2022



Digital Consumption

BELGIANS SPENT THE MOST TIME ON YOUTUBE

FEB
2022

MOST-VISITED WEBSITES: SIMILARWEB RANKING

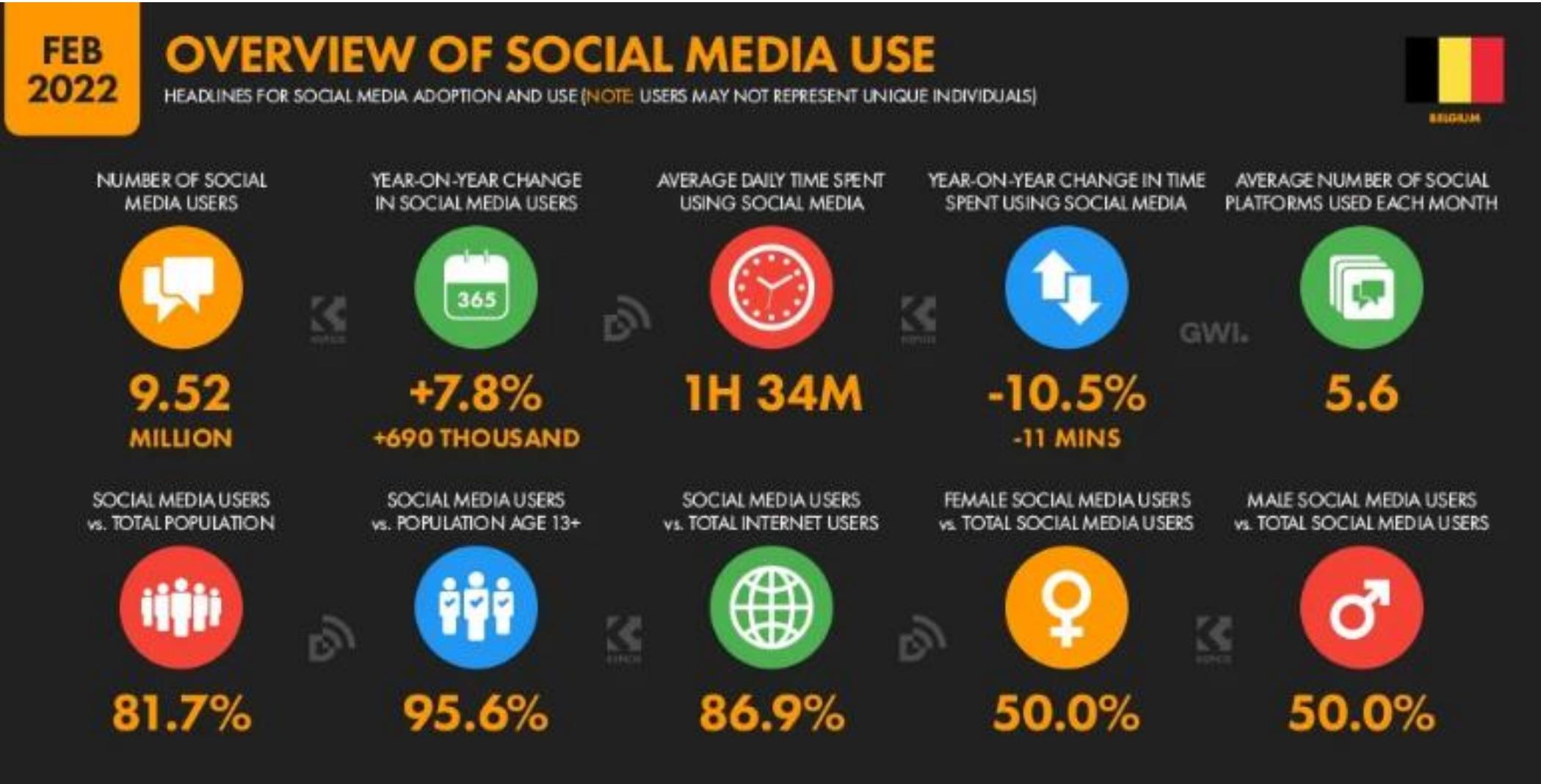
RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SIMILARWEB, BASED ON ANNUAL WEBSITE TRAFFIC FOR FULL-YEAR 2021



| # | WEBSITE | TOTAL VISITS | MOBILE SHARE | DESKTOP SHARE | TIME PER VISIT | PAGES PER VISIT | # | WEBSITE | TOTAL VISITS | MOBILE SHARE | DESKTOP SHARE | TIME PER VISIT | PAGES PER VISIT |
|----|---------------|--------------|--------------|---------------|----------------|-----------------|----|----------------|--------------|--------------|---------------|----------------|-----------------|
| 01 | GOOGLE.COM | 5.85B | 51.5% | 48.5% | 11M 51S | 6.89 | 11 | VRT.BE | 267M | 47.8% | 52.2% | 4M 42S | 2.77 |
| 02 | YOUTUBE.COM | 2.19B | 14.7% | 85.3% | 21M 32S | 12.26 | 12 | NETFLIX.COM | 260M | 4.3% | 95.7% | 9M 34S | 4.08 |
| 03 | FACEBOOK.COM | 1.87B | 35.9% | 64.1% | 10M 45S | 8.92 | 13 | PORNHUB.COM | 246M | 83.6% | 16.4% | 8M 14S | 7.31 |
| 04 | HLN.BE | 648M | 58.7% | 41.3% | 5M 57S | 3.93 | 14 | TELENET.BE | 240M | 56.1% | 43.9% | 5M 24S | 6.36 |
| 05 | GOOGLE.BE | 624M | 30.0% | 70.0% | 8M 03S | 13.48 | 15 | RTBF.BE | 226M | 71.3% | 28.7% | 5M 58S | 2.76 |
| 06 | UVE.COM | 444M | 28.2% | 71.8% | 8M 04S | 9.24 | 16 | BOL.COM | 218M | 48.7% | 51.3% | 5M 56S | 7.85 |
| 07 | WIKIPEDIA.ORG | 427M | 48.8% | 51.2% | 4M 01S | 3.12 | 17 | SUDINFO.BE | 198M | 81.1% | 18.9% | 4M 19S | 2.76 |
| 08 | NIEUWSBLAD.BE | 322M | 67.1% | 32.9% | 7M 49S | 3.51 | 18 | SPORZA.BE | 188M | 44.1% | 55.9% | 6M 08S | 2.87 |
| 09 | TWITTER.COM | 305M | 33.4% | 66.6% | 10M 32S | 11.50 | 19 | SMARTSCHOOL.BE | 179M | 17.1% | 82.9% | 10M 31S | 7.70 |
| 10 | INSTAGRAM.COM | 301M | 40.3% | 59.7% | 7M 51S | 13.16 | 20 | OFFICE.COM | 175M | 26.6% | 73.4% | 8M 02S | 6.27 |

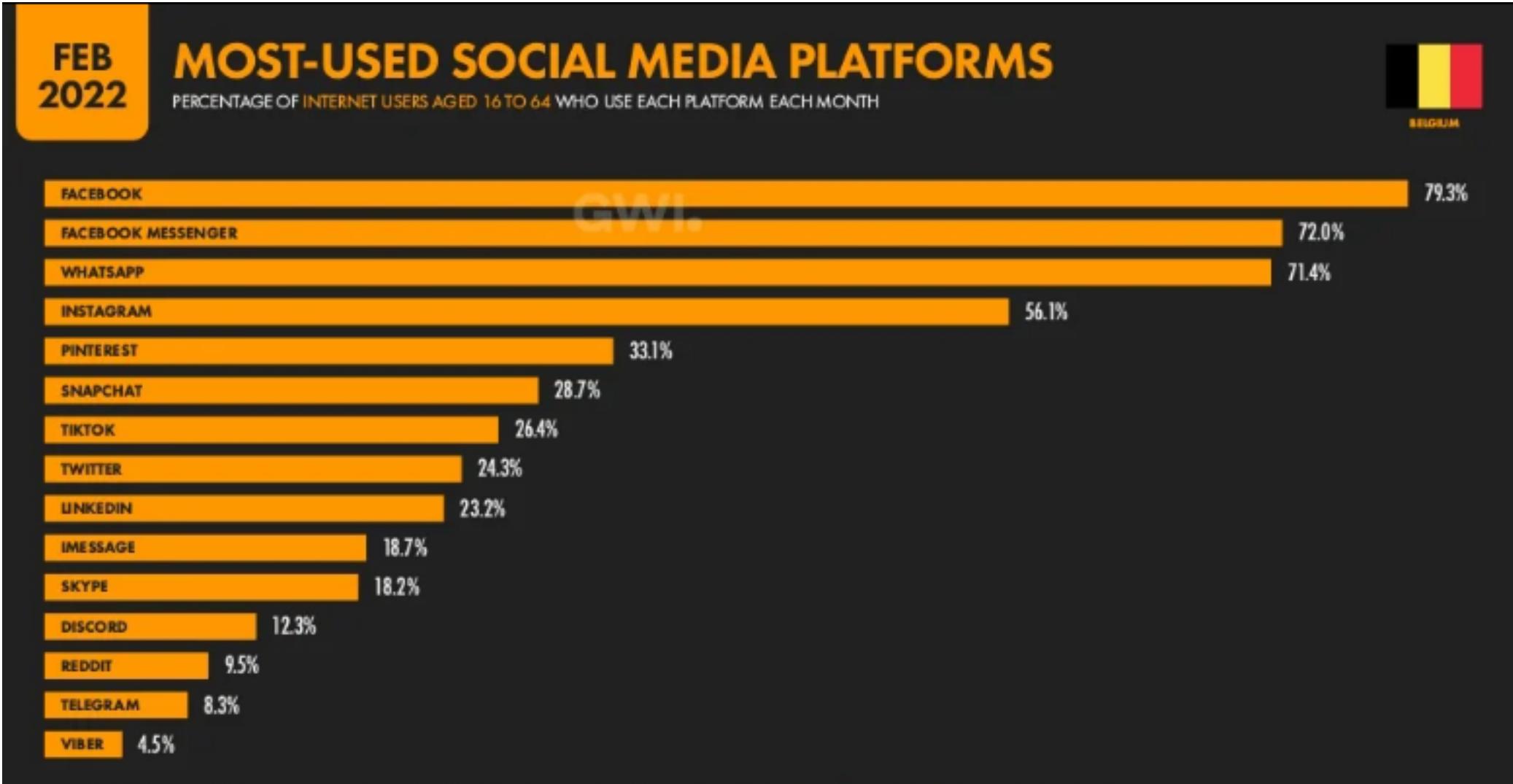
Digital Consumption

THE NUMBER OF SOCIAL MEDIA USERS IN BELGIUM INCREASED BY 7.8% BETWEEN 2021 AND 2022



Digital Consumption

THE MOST USED SOCIAL MEDIA PLATFORM IS FACEBOOK, FOLLOWED BY WHATSAPP



Outdoor Sites

BELGIUM



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